

Commissioners,

As President of WTLW TV, an independent broadcaster located in Lima, Ohio (market # 186), I respectfully request that you grant Multicast Must-Carry to broadcast stations. Throughout our 20 year existence, we have waged periodic battles with cable companies, such as Time Warner, to get carriage on their systems. Without the weight of Must-Carry, we would have been denied access to over 60% of our community that is served by cable. As we enter the digital age, we are excited about the opportunity to provide more local programs to our city of license. With added channel capacity, we have plans to launch a local all-sports channel covering over 50 high schools and universities located within our viewing area. I spoke with a Vice-President of Time Warner about this concept over a year ago. He denied carriage on their analog tier, and I can assume we would also be denied carriage on TW's digital tier. This VP was located over two hours away in another market and was unaware of the importance of high school athletics to our community. I left the meeting feeling like I was speaking to a utility company. With MCMC, we would also like to launch a 24 hour local weather channel, community announcement channel and youth channel that would address teen culture issues in a positive light. However, we can only launch these channels if there is cable carriage. MCMC is critical to WTLW fulfilling its public interest obligations which would be greatly enhanced by carriage of our entire 6 mhz, not just a portion. Again, I respectfully request that you rule in favor of the small, independent broadcasters who do not have the leverage to demand carriage of our content as do the larger station groups.

- Kevin Bowers, President, WTLW TV, Channel 44, Lima, Ohio 419-339-4444